



LIONS POP-UP EVENTS

A MOBILE SAFE SPACE FOR ANY OCCASION, EVENT, WORKPLACE, UNIVERSITY AND MORE

Our Lions Pop-up Barbershops will continue as a way to raise awareness and support men in communities all over the UK. As we hope to become self sufficient and offer value for our donations, rather than relying on donations, this will also be a way of financing the charities work and continue to work inline with our constitution.

“ PROMOTING A BETTER UNDERSTANDING IN SOCIETY OF SUICIDE, SUICIDAL BEHAVIOUR AND THE VALUE OF EXPRESSING FEELINGS WHICH MAY OTHERWISE LEAD TO SUICIDE OR IMPAIRED EMOTIONAL HEALTH

Our Pop up barbershops are the perfect way to provide a mobile safe space for men in your area, workplace or event, especially when there is a male demographic. We will provide all equipment needed to set up a mobile barbershop, including fully trained Lions Barber Collective Ambassadors to cut the hair and most importantly listen with empathy and without judgement to those in the chair.

We have held pop ups successfully with the likes of *Samaritans*, *National Rail*, *JOE.co.uk* and universities such as *Bristol* (the highest suicide rate of any university in the UK).

TO SET UP A LIONS POPUP OF YOUR OWN PLEASE CONTACT graham@lionsbarbercollective.com | or | tom@lionsbarbercollective.com

Total for 1 Lions Pop - Up Events - £2750 per pop up (1 day, up to 6 hours) which is a donation to the charity to cover costs and help us continue our work. This is for Two barbers and one chair, travel, all the equipment needed etc (we just require a space and power from the hosts. If you require more barbers we can do this at request with a specialist quote.

From the day we launched on September 10th 2015 (world suicide prevention day) we have had media interest, starting off with a feature in national paper The Telegraph. Since then media interest has been consistent. Once again raising awareness and lowering the stigmas surrounding mental health and suicide. This is important in our eyes to get the conversation of this subject on the nations lips, having over 6 million views on our feature with Channel 4 was a huge achievement. The more press coverage we receive the more barbers and more clients we reach. We have been featured on BBC TV and RADIO, ITV, FOX News, Channel 4, GLOBO news (Brazil) EFE (Spain, Brazil), RCN Radio (Columbia), Daily Express, GQ, JOE.co.uk, The Sun, Daily Mail, The Mirror, Fashion Beans, LAD Bible, Independent, METRO, The Guardian, Express, Daily Record, Huffington Express and more. This lead to partnerships with mens grooming brands The Bluebeards Revenge (which meant we created a joint product with info and signposting on the packaging) and Captain Fawcett's Beard Care range. Tom was even asked to write a book about his journey and TLBC, entitled Barber Talk - Taking Pride in Men's Mental Health which was publish by mental health charity publishers Trigger Press.

Because of our work Tom Chapman received the Points of Light award from PM Theresa May, reached the finals of Creative heads Most Wanted awards for Innovation (2017, 2019), won the Modern Barber Awards for Innovation 2018, being recognised by heavy metal legends Iron Maiden and recently being recognised by HRH The Duke of Cambridge, which included a meeting on February 14th 2019.

